

REMARKS

Claims 1-19 are pending. Claims 1, 8, 9, 14-16 and 19 are amended herein.

102 Rejections

Claims 1-3, 5-10 and 12-19 are rejected under 35 U.S.C. § 102(b) as being anticipated by Cohen (US 6,060,993). The Applicant has reviewed the cited reference and respectfully submits that the present invention as recited in Claims 1-3, 5-10 and 12-19 is neither anticipated nor rendered obvious by Cohen.

Independent Claim 1 recites that an embodiment of the present invention is directed to a "vehicle comprising ... a position determination system adapted to determine a position and a direction of travel of said vehicle" wherein content is selected "according to both said position and said direction of travel" and "wherein said content selected is viewable by said audience external to said vehicle" (emphasis added). Claims 2-3 and 5-7 are dependent on Claim 1 and recite additional limitations.

Independent Claim 8 recites that an embodiment of the present invention is directed to a "method comprising ... determining a position and a direction of travel of a mobile vehicle" and "selecting content ... according to said position and also according to said direction of travel; ... wherein said content selected ... is viewable by said audience external to said vehicle" (emphasis added). Claims 9-10 and 12-14 are dependent on Claim 8 and recite additional limitations.

Independent Claim 15 recites that an embodiment of the present invention is directed to a "method comprising ... selecting an item of said content according

to both a position and a direction of travel of said mobile vehicle" and "displaying said item of said content selected according to said position and said direction of travel on a changeable display viewable by an audience external to said mobile vehicle" (emphasis added). Claims 16-19 are dependent on Claim 15 and recite additional limitations.

Applicant respectfully submits that Cohen does not show or suggest the present claimed invention as recited in independent Claims 1, 8 and 15. Cohen only shows generating a message as a function of vehicle location. Applicant respectfully asserts that Cohen does not show or suggest generating a message as a function of vehicle direction, or as a combination of both vehicle location and direction, as recited in independent Claims 1, 8 and 15.

Therefore, Applicant respectfully submits that Cohen does not show or suggest the present claimed invention as recited in independent Claims 1, 8 and 15, and that these claims are in condition for allowance. As such, Applicant respectfully submits that Cohen also does not show or suggest the present claimed invention as recited in Claims 2-3, 5-7, 9-10, 12-14 and 16-19 dependent on Claims 1, 8 or 15, and that Claims 2-3, 5-7, 9-10, 12-14 and 16-19 are also in condition for allowance as being dependent on allowable base claims. Accordingly, Applicant respectfully submits that the rejection of Claims 1-19 under 35 U.S.C. § 102(b) is traversed.

103 Rejections

Claims 4 and 11 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Cohen in view of Polyakov (US 2002/0052841). The Applicant has reviewed the

cited references and respectfully submits that the present invention as recited in Claims 4 and 11 is neither anticipated nor rendered obvious by Cohen and Polyakov, alone or in combination.

As presented above, Applicant respectfully submits that Cohen does not show or suggest the present invention as recited in independent Claims 1 and 8. Claim 4 is dependent on Claim 1, and Claim 11 is dependent on Claim 8.

Applicant further submits that Polyakov does not overcome the shortcomings of Cohen. Applicant understands Polyakov to describe the use of a compass, along with speed or acceleration information, to calculate a new vehicle position from a preceding position. However, Applicant respectfully asserts that Polyakov does not show or suggest selecting content as a function of vehicle direction, or as a combination of both vehicle location and direction, as recited in independent Claims 1 and 8.

Therefore, Applicant respectfully submits that Polyakov, alone or in combination with Cohen, does not show or suggest the present claimed invention as recited in independent Claims 1 and 8. As such, Applicant respectfully submits that Cohen also does not show or suggest the present claimed invention as recited in Claims 4 and 11 dependent on Claims 1 and 8, and that Claims 4 and 11 are in condition for allowance because they are dependent on allowable base claims and recite additional limitations. Accordingly, Applicant respectfully submits that the rejection of Claims 4 and 11 under 35 U.S.C. § 103(a) is traversed.

CONCLUSION

In light of the above remarks, reconsideration of the rejected claims is respectfully requested.

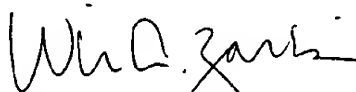
Based on the arguments presented above, it is respectfully asserted that Claims 1-19 overcome the rejection of record and, therefore, allowance of these claims is respectfully solicited.

The Applicant has reviewed the references cited but not relied upon. The Applicant did not find these references to show or suggest the present claimed invention: US 6,442,473; US 2002/0032035; US 2002/0069017; US 2002/0198653; and JP 11259031 A.

The Examiner is invited to contact Applicant's undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Respectfully submitted,
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